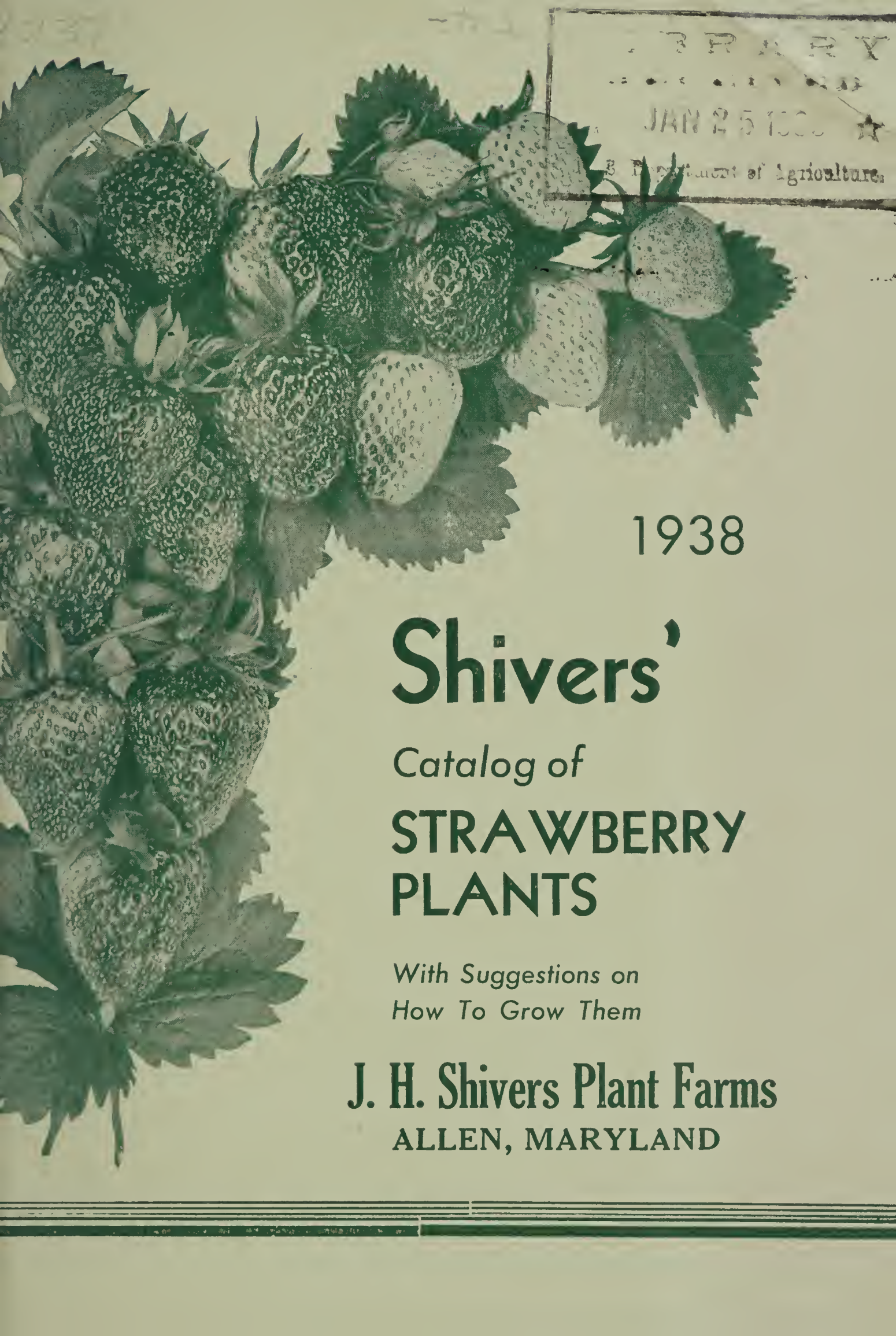


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1938

Shivers'

Catalog of

STRAWBERRY PLANTS

*With Suggestions on
How To Grow Them*

J. H. Shivers Plant Farms
ALLEN, MARYLAND

◆ ◆ ◆ 1938 ◆ ◆ ◆

*To Our Friends
and Customers:*

In sending you our 1938 Catalog, it affords us the pleasure of expressing our sincere appreciation of your patronage in having made Shivers' Strawberry Plants your choice in the past.

As happens some of you may have realized larger yields than others due to circumstances over which we have no control.

It is our responsibility and purpose, however, to guarantee our plants as the finest specimens of their kind and shipped in condition to give you the best results.

Last year we had some difficulty in meeting the demands for certain varieties of plants; this year with our increased facilities we feel sure that none will be disappointed.

All Shivers' Plants are grown under my own supervision and must measure up to our standards of quality before shipping.

Despite the increased cost of labor, packing, etc. we shall retain, with few exceptions, the prices in effect in 1937.

To those who have never purchased Shivers' Strawberry Plants we can assure them the same happy results that is the lot of our regular customers.

In thanking you for past orders we earnestly solicit your business again this Spring.

The Best of luck to you in 1938!

Sincerely Yours,

JAY H. SHIVERS, Jr.



Mr. Love says Over 5000 quarts picked from one acre from plants received from us in 1936.

I am enclosing picture of my strawberry plants which I purchased from you April, 1936.

In the Spring of 1937 we picked over 5000 qts. from 1 acre. We were very much pleased with our results and feel we cannot recommend your plants to highly. Washington Co., Ohio. C. H. Love.

My Agreement To You

I sell by catalog only, and to everyone at the same price, filling all orders with the same high-grade stock. Strawberry plants frequently can be shipped during warm spells in winter, and after March first in unlimited quantities. From then until May 1st I am busy every day filling orders for customers. After May 1st I can fill a limited number of orders but the earlier you secure your plants the more certain is your success with them.

I SHIP OUT ONLY FRESH DUG PLANTS

in slatted crates with plenty of damp moss. I will replace free of charge anything that reaches you in bad condition, provided the transportation company has given it proper dispatch. If it has been too long on the road, refuse to receive it and I will refill your order without additional charge to you.

TRUE-TO-NAME: I use every precaution to have my plants true to name, and if any should prove otherwise I will replace it, but in no case will I be responsible for any sum greater than that paid for the plants.

REFERENCES: My best references are the many satisfied customers, who have entrusted me with their orders. For bank references kindly write the Farmers & Merchants Bank, Salisbury, Md., or the Bank of Somerset, Princess Anne, Md. Enclose stamp for reply.

MY GUARANTEE TO YOU

I guarantee every plant that I ship to be free from disease, true to name and to arrive in perfect growing condition. If for any reason whatever you are not satisfied that you have received 100 cents in value for every dollar sent me, I will adjust it to your satisfaction. "Every customer a satisfied customer" is my policy.

Strawberry Culture

The strawberry is grown in nearly every section of the United States, in parts of Canada and even in Alaska. It is adapted to a wider range of soil and climate conditions than most small fruits. The crop is produced on large-acreages for commercial purposes, while the "Strawberry Bed" forms a part of every well kept home garden.

PLANTING GUIDE

In this limited space I will give suggestions for the most necessary details for successful strawberry growing. You may get more information by writing us or from the U. S. Department of Agriculture, at Washington, D. C., who will upon request, send you bulletins on strawberry culture, free and postpaid. A strawberry grower should take this means of keeping in touch with the newer developments and methods being employed in present day strawberry culture.

SOILS. Practically any soil that will grow good field crops will grow good berries—good rich, sandy loam preferred. All kinds of fruit plants demand that the soil be able to hold moisture well, and at the same time drain easily. Excellent results are secured on both sandy and clay types of soil under the proper cultural management. Any soil selected for strawberry growing should be well provided with organic matter as this tends to prevent heaving out of plants in winter and enables the crop to withstand the droughts in summer. Even the extreme types of soils including sandy, gravelly or stiff clays can be made to produce profitable crops of berries where the land is well improved by the addition of organic matter and the proper fertilizers applied.

Organic matter in the form of legume crops, manure or sod should be turned under far enough in advance of planting to allow it to become decomposed in the soil.

SOIL PREPARATION: Soil for setting strawberry plants should be plowed deeply and harrowed until it is loose and level. I like Fall plowing as it allows the soil to settle and turned under vegetable matter to decay. Spring plowing is all right, but Fall plowing is better when possible. The land should be thoroughly harrowed in Spring, followed with a culti-packer or roller to preserve moisture after planting. It is best to plant some cover crop such as oats or rye which is to be plowed under except in the case of sod land which should be left rough over winter to kill white grub.

Several weeks before planting, the cover crop should be turned under or rough land disced thoroughly. A week or 10 days before the plants are set, the final preparation of the plant bed should be made at which time the fertilizer should be applied.

Stable manures are the best fertilizers I have found. They not only furnish the necessary plant food, but also make the heavier soils of finer texture, and the light sandy soils of greater water holding capacity. This may be applied in the fall and plowed in or spread on land after plowing and worked in the soil, well. The best results I have ever obtained is by opening the rows and putting some fine manure in the row during the winter.

However if coarse manure is not convenient you can get very good results from commercial fertilizer. A mixture composed of 1,500 pounds dissolved bone and 500 pounds super phosphate. The analysis of this mixture is about 3-10-0. Use about 500 or 600 pounds of this per acre in the drill before plants are set, or alongside of the plants, and thoroughly work in with hoe or cultivator soon after setting the plants. Where applied in the drill, it should be worked in thoroughly, going at least twice to each row with a horse and cultivator to mix it in. If applied broadcast, 1,000 pounds or more per acre of this mixture thoroughly harrowed in before the plants are set, can be used without injury and possibly to advantage. If this amount is to be used, however, I would much prefer to put five or six hundred pounds in the drill and use the balance as a side dressing in late summer. Not more than six hundred pounds should be used in the drill. I have used as much as seven hundred pounds without injury, but have seen severe injury from 1,000 pounds in the drill, not thoroughly mixed with the soil. In no case should nitrate or potash salts ever be used in any mixture drilled under the plants. Contact of any of these materials with the roots will surely burn them. In the past many thousands of plants have been killed by such methods. As a top dressing to be used in late summer, or in early spring before growth starts, I have seen 4-8-4 and 7-6-5 fertilizer give excellent results. In a very dry season on very light soil, I have seen fertilizer applied in early spring cut down the yield by producing a heavy growth of foliage which sucked out the scanty supply of moisture.

WHEN TO PLANT

The best time to plant is sometime during March or April, or as soon as ground can be made ready for planting. Order your plants as early as possible; plants set early start quicker and make a more vigorous growth of plants. I begin shipping about March 1st.

Many inquiries come in regards to planting in August. Plants at that season of the year are not matured enough to permit digging or shipping without too much waste. Therefore Spring is the most natural and successful time for planting. Some gardeners and growers insist on setting some during the late summer and early fall before our regular shipping season. If you wish plants at this time we will furnish them. Write for our late summer prices.

METHOD OF SETTING

There are many methods of setting strawberry plants. No particular method has advantage over another except in the saving of labor. The important thing is to get your plants in the ground the same depth as they grew in the original bed and to pack the dirt firmly around the roots. This done, there is little choice as to the method of doing it.

CULTIVATION: The cultivation is always important and should be started as soon as the planting is finished. If one will take the trouble to destroy all grass and weeds the year previous on land to be planted to strawberries, it will be found to pay handsomely, as the seeds thus destroyed will not be in your berry beds to plague the grower and run up the cost of hoeing. Keep them clean until frost, hoe shallow so as not to disturb the roots, and success is assured.

VARIETIES: The selection of varieties should be governed by the local conditions and the demands of the markets to be furnished. Information is available from your State Agricultural Experiment Station, local growers or County Agent. Some varieties are very popular in the South, while other varieties are more popular in the Central and West. The North select and find more satisfaction in growing an entirely different variety from the other sections. New varieties are constantly being developed and tested.

PERFECT AND IMPERFECT VARIETIES. Perfect flowering varieties planted alone will mature a crop of perfect fruit. Imperfect flowering varieties should have perfect varieties planted with them, at least one row for every five or six. When two varieties are used in equal amounts, they are often alternated three or four rows of each. In my price list, perfect flowering varieties are followed by "per" and imperfect varieties by "imp".

SETTING THE PLANTS

We recommend setting the plants in rows $3\frac{1}{2}$ to 4 feet apart, or even as much as $4\frac{1}{2}$ feet, if the soil is very fertile. The plants should be set 15 to 24 inches apart in the row, depending on the varieties set, the width of the rows themselves and the fertility of the land. Free growing varieties like Dunlap, Missionary and Blakemore which make large number of plants should be set farther apart than varieties like Chesapeake, Lupton and others that make larger plants, but not so many of them. When set in rows 3 feet 8 inches apart and spaced 18 to 20 inches apart in the row, it requires about 8,000 plants per acre.

SPRAYING

Spraying is not usually necessary in growing strawberries successfully. Care in purchasing healthy plants, and in selecting varieties immune or resistant to disease and insects is much more important.

MULCHING: Before severe weather starts the plants should be covered with 1 to 3 inches of some good mulching material such as hay, straw or pine needles. As spring growth starts this mulch where too thick should be pulled open and arranged under the plant. Plants for the most part are usually able to push through thinner mulches, unless it packs. This mulch serves to support the fruit and avoids rot and grit, making your berries cleaner and firmer to harvest.

MARKETING: The ultimate value of a crop of berries is determined by the selling price. Well grown fruit should receive the greatest care in harvesting, packing and shipping, so that it reaches the consumer in as good condition as possible. There is usually an oversupply of poor fruit, but very rarely a market is glutted with good fruit, well displayed. Intelligent grading pays. A dishonest pack hurts the shipper most. Some form of ventilated crate should be used for best results in transit.

WHAT TO DO WHEN THE PLANTS ARRIVE

Set plants on arrival if possible. It will help if roots of the plants can be dipped in water and allowed to "plump up" for sometime before setting, perhaps over night. At any rate have them thoroughly moistened when planting. If anything prevents immediate planting and the weather is cool, the top of the crate should be taken off and the plants loosened in the crate, still keeping the roots covered with the packing material. Placed where it is cool, plants will keep like this two or three days. If weather too warm to keep plants, or too cold to set them out they should be heeled in some shaded or protected place. Dig a V-shaped trench, open the bundles, spread them out in thin layers with buds just even with the surface of the ground and firm the soil back against the roots of the plants. If necessary several layers of plants can be heeled in the same place with one or two inches of soil between each layer. Wet the soil and roots of plants thoroughly when heeling is done.

START TO SAVE BY ORDERING YOUR PLANTS FROM ME

DORSETT**EARLY VARIETIES**

PLANT GROWTH. The Dorsett was introduced several years ago. The old reliable Premier has been replaced by the Dorsett and Blakemore in this section to a large extent. The plant is a very vigorous grower, producing many runners. In good soil, it has a tendency to become too thick and a matted row is the result. The plants are not as large as the Fairfax.

SIZE AND QUALITY. Under favorable conditions the berries are very large and conic in shape. At the proper picking stage, the berries are medium light in color and retain their lightness even after they begin to get quite ripe. The appearance alone should sell them. Its flavor is mildly subacid; under normal conditions it is sweet and very pleasing in flavor but not so rich as Fairfax. However when the fruit is over ripe the flavor does not become so objectionable as in many other varieties. In one season of much rainfall in Maryland when berries lacked sweetness the flavor was better than that of Fairfax. It has proven especially well on heavy soil.

PRODUCTIVENESS. They ripen about the same time as Premier, and are very productive. Some of my customers claim they yield fully as well as the Premier, while others say they do not. With me, experience has proven that they do not produce quite so well as the Premier although the quality of berries are better throughout the season. Should you be short of pickers or weather conditions prove unfavorable for picking, Dorsett berries will carry over in better condition than the Premier.

Delaware Co., Ind. April 37, 1937.

Your plants having been recommended to me by a friend I would like to try some, but have no catalog or price list and it is so late, would you send my order C. O. D.?

Mrs. C. J. North.



FAIRFAX

This variety was introduced along with the Dorsett. When it first appeared it did prove to be as much in demand as the Dorsett, but for the last few years, the demand has increased, and from my experience with it, I am sure it will become just as popular.

PLANT GROWTH: The Fairfax makes a strong robust growth of perfectly healthy plants. The plants are larger and spaced farther apart than the Dorsett. The leaves are large, dark green, and somewhat glossy.

SIZE AND QUALITY: The berries average very large. In size and appearance they resemble the Chesapeake, having prominent yellow seeds, shiny, almost polished surface which makes the berries very attractive to buyers and upon reaching the market. Appearance alone will make the Fairfax bring top prices on the market.

The berries are light when they first ripen but become dark when over ripe and are sometimes dark when they reach the market. This does not mean a state of decay for they retain their flavor and remain firm for several days after they turn dark. Buyers have learned that the berries even though they become dark in color hold their flavor and firmness. This has given them a high place on the market. From my experience you will not go wrong by trying Fairfax and see how attractive they are. It is a strong competitor for leadership and is gaining in popularity.

PRODUCTIVENESS: The Fairfax will not make as many plants as Dorsett or Premier, but are not subject to become too thick for a good crop of fruit. The fruit of Fairfax is larger than the Dorsett but does not produce quite as many berries. The higher price received for berries last season has caused a demand for this variety.



AROMA (See page 16)

Helpful Hints for the Roadside Market

EARLY VARIETIES

For appearance and flavor would suggest Dorsett, Fairfax or Premier. For canning, I would say Blakemore has no equal, because of tartness and acidity.

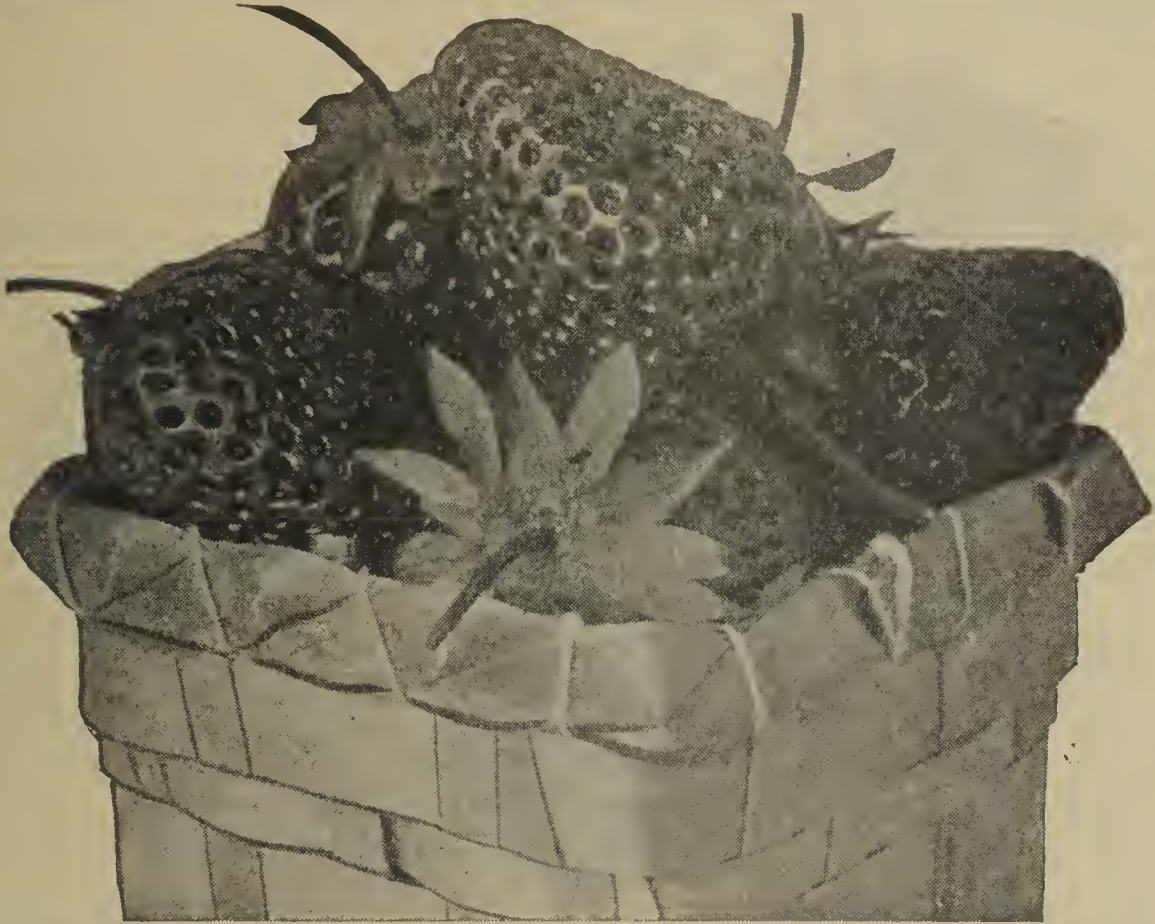
MIDSEASON VARIETIES

Catskill is one of the best varieties for productiveness, appearance and flavor. Big Joe is another good variety which is successful for me but in my travels I found that it has not proven very satisfactory for some of my customers. Haverland and Aberdeen are also good.

LATE VARIETIES

If you wish strawberries for appearance, would say plant Lupton. Plants make a good bed of foliage, produce large berries with green cap, but the flavor is not equal to some of the other late varieties. For instance, Wm. Belt or Chesapeake. They produce berries that have a handsome appearance and fine flavor.

Should you be interested in Everbearing varieties would suggest Gem or Mastodon. I was very well pleased with Gem this fall. Champion is a good variety for its flavor, but the berries do not equal the Gem or Mastodon in size.



PREMIER

(Howard 17)

PLANT GROWTH: The demand for this variety last spring proves that it is still the most popular early berry yet introduced. I regretted that I was unable to fill all orders for this variety last spring.

I have as fine a bed of Premier plants for the spring orders as any one and I am sure I will not have to disappoint you.

Premier not only does well over a large territory but it will grow on nearly all types of soil, producing a good growth of plants that is as near frost proof as any variety yet originated.

SIZE, QUALITY AND PRODUCTIVENESS: The berries are a medium red in color, have a medium size green cap that will stay green throughout the season under favorable conditions. I still think a quart of Premier berries that have been grown right and picked well has a very handsome appearance and is attractive as any variety in its box. The quality will compare well with most other varieties. It is moderately firm and looks well. Good for local market or long truck shipments but do not advise it for ice shipments.

Rockingham Co., Va., April 19, 1937.

I received my order of 5000 plants on April 5. They were in fine shape and the finest plants I ever got. They look very good. Please send me 300 more to finish my patch if you have them (Premier). I know where to order my plants from now on. Harry E. May.



BLAKEMORE

PLANT GROWTH: Blakemore makes a vigorous growth and should be kept thinned out for the best results. The foliage is healthy and stands up very well during the entire fruiting season. The plants are subject to the yellows or the golden leaf, but we have been keeping our plants as free of this as possible and by doing so, we have plants that are free of this as can be found.

SIZES AND QUALITY: The berries are very firm and will stand long distance shipping in excellent condition. It has become very popular with the Maryland growers because of firmness and keeping qualities if kept on the vine and also after picking. In fact it will keep well on the vines several days should weather conditions delay the picking. The fruit is very light in color and very attractive.

PRODUCTIVENESS: The size is medium large if the plants are properly spaced, but when allowed to get too thick the berries will run down fast. If planting Blakemore be sure to have them properly spaced to about 6 plants to the square foot. The fresh fruit is rather tart but is a favorite with the "cold pack" men and is one of the best berries for canning.

If you are planning to set some Blakemore try my plants. You will find them as good as the higher priced plants, so why pay more?

Other Early Varieties

BELLMAR. A cross of Premier and Missionary. The plants are quite productive. The berries are bright red with a green cap, conical in shape and very attractive. For those not satisfied with Dorsett and Fairfax or Premier would advise giving Bellmar a trial. I have some nice plants for those who like it or who want to give it a trial.

McCLINTOCK. Introduced by the Tennessee Experiment Station, this variety is similar to Klondyke in fruit and plant characteristics. It is very firm and the berries maintain a good size through the season. I would recommend this variety where Klondyke or Blakemore is not satisfactory.

MISSIONARY. The leading berry in the Southern States. Will do well on almost all soils but will do better than most on light soil.

The berries are medium in size, dark red in color, with a tart flavor and attractive in appearance. It is a good shipper and has for a long time been a favorite with the juice men. The Bellmar and Blakemore are more popular in this section, but in some parts of the South Missionary still holds the supreme place.

I have a nice lot of Missionary plants. Let me furnish you with your needs.

DUNLAP. It is gradually being replaced by Premier because Premier berries are earlier, larger, better quality, and more handsome in appearance. Dunlap is still grown by many of its old friends and we have a nice stock of plants for those who know and want it. Berries are medium in size, bright rich red clear through, and fair to good in quality.

IMPROVED HEFLIN. Grows with great vigor on any type of soil and will always set a full crop regardless of whether the land on which it is grown is rich or poor. In fact we have never seen any that does so well on thin soils as it does. At the same time it responds recklessly to good treatment. Its weaknesses are its lack of firmness and tendency to grow too thick, and to suffer frost damage. It is not popular for long distance shipping.

KLONDYKE. The old standby for shipping to distant markets, adapted to southern planting, berries medium to large, attractive red, flesh very firm and red to the core. Medium in quality, good plant maker, and yields good crops. Commands top prices on the market.

Floyd Co., Ind., March 11, 1937.

Please hold my order for 34,000 Premier until I notify when to ship. Thanking you in advance for your attention to this order, I am sincerely a satisfied customer.

Edward Lynch.



CATSKILL

MIDSEASON VARIETIES

PLANT GROWTH: This variety is growing fast in popularity from reports I have received from different sections. It is a cross of the Marshall and Premier. It grows unusually vigorous and sets numerous blooms on heavy thick stems. Catskill plants are very conspicuous, due to its large foliage and healthy appearance.

SIZE AND QUALITY: The berries are very large and uneven in shape but uniform in size, light in color, with a very bright green cap. Thus the appearance will make them attractive on the market. It starts ripening about the time of Big Joe and continues to bear large size berries as long as some of the later varieties.

PRODUCTIVENESS: From my experience and talk with growers, it is one of the heaviest mid-season varieties ever introduced equal to Premier under favorable conditions. My customers are using this variety as a late berry as well as mid-season, due to its bearing nice berries as late as some of the late varieties.



BIG JOE

PLANT GROWTH: The plant is a vigorous grower, very healthy and very productive.

SIZE AND QUALITY: The berries are large in size and have a large, bright green cap which increases their attractiveness. They are, also, very fine in quality. Market gardeners who retail their berries, those who sell at the farm or on roadside market, or, in fact, anyone who can get a premium for large, handsome, high quality fruit should include Big Joe in their plantings.

PRODUCTIVENESS: No midseason that I have ever grown comes as near to being a worthy running for Premier, as does Big Joe. This variety does well on nearly all types of soil, but, like most others, responds quickly to good care and fertility. When grown for local or nearby markets where the shipping distance is not too great, Big Joe is one of the best money-makers we have. Locally, it comes in with fine, handsome berries just as many of the early varieties are beginning to run down, and brings a premium of a dollar or two per crate on anything then being offered.



Above illustration shows plants being trimmed for transplanting.

Illustration at right shows a plant trimmed ready for transplanting.

Plants like these give a good start to a successful crop.



HAVERLAND. It is a heavy yielder, and can be depended upon to bring up a crop every season. If you have any berries at all, you are sure to have Haverland. It is one of the toughest and strongest growers on our list. The berry is fair size, long-conical, firm and a fair shipper, and it never rusts. Not so popular as it once was, but a wonderful berry in some places still, though Premier has about displaced it in many, if not most localities.

McALPIN. One of the greatest growers I have ever seen, doing well on light poor soil, in fact will grow anywhere. It is a fine shipper and brings the top of the market. Very productive of medium to large, scarlet colored, perfectly formed berries and unsurpassed in quality. I recommend McAlpin to all who want a vigorous growing productive and fine looking strawberry. It is a good medium late variety. You can plant it with confidence.

PAUL JONES. One of the most productive varieties on the entire list. On all soils, light or heavy, rich or poor, it brings the crop. It is a good, vigorous grower, making plenty of plants. It has an imperfect blossom and should be planted with Big Joe, Aroma or Premier. Berries large, of good appearance, and ship well. If you want a good crop plant Paul Jones.

Clark Co., Ind., April 9, 1937.

Enclosed find Money Order for plants. I received your catalog from a neighbor who recommended you as a reliable firm. Would like to have shipment out the 20th of April. Hoping to hear from you soon.

Henry G. Zipp.

ABERDEEN. A comparatively new variety becoming very popular in eastern Pennsylvania and New Jersey, and justly so, for it has much to recommend it. The plants show unusual thriftiness, making an abundance of new plants, and we recommend planting the Aberdeen 24 inches apart in the rows. The Aberdeen is unusually productive, equaling or surpassing the Premier. The berries will average larger than Premier, being somewhat pointed in shape, and most every berry is perfect in shape. Its ripening period extends from two to three weeks.



CHESAPEAKE

LATE VARIETIES

CHESAPEAKE. The aristocrat of strawberries when given good care and planted on good soil. It will not stand abuse, seeming to do best in dark, loamy soil and heavier soils where there is plenty of moisture. It will thrive on well-filled new land. Given these conditions, you will find it the most profitable berry to grow. Like the Premier, it is about frost-proof and bears abundantly, the plants having large, healthy foliage. These points of merit enable it to command the highest price possible for berries. The berry is very firm, so you can ship it to distant markets. You will always be able to command the top of the market with well grown Chesapeake berries.

LUPTON

LUPTON. The fruit is very firm and extremely handsome, in fact I do not know of any kind in existence today that shows up to better advantage when crated, and it is as productive as any kind we have ever grown that was a real fancy berry. It is a perfect flowering kind and is suitable for pollenization purposes if needed, ripening in midseason. It is not a rampant plant maker, but has never failed to make a good bed for us and the plants are heavily rooted and full of vigor. I say again, if you want a strictly fancy berry, plant Lupton, but we do not advise that it be planted on any but a good, rich soil. I have an unusually fine stock of plants for this year and feel sure that those who plant these will pick a heavy crop of berries in 1937. In this immediate vicinity it has partly supplanted the long time popular Big Joe, chiefly because it suffers less frost damage.

AROMA. The best thing in its favor is its selling qualities. On all the Middle West markets Aroma is always quoted higher than average varieties, which in a season of over-production means a lot. My own experience leads me to recommend it as a good pollinizer, though it has not usually been recommended for that purpose. I have found it better than Chesapeake, for it is much more vigorous in growth. Certainly no grower can make a mistake in planting Aroma as it is a real money-maker in many sections.

BIG LATE. Has been grown in every section where strawberries are grown, and it has proven itself a great money-maker for the average grower. I have never tasted a better berry. It is surely the aristocrat of the standard varieties for quality. Plants are strong, erect, and hold the berries off the ground like cherries. Fruit medium to large, bright velvet red, and every berry looks like it has been varnished. Very few varieties equal it in production.

BURGESS. From Alabama and a seedling of Aroma. It is the claim of the originator that it is superior to that justly famous variety. If that be true; it is safe to say that we shall hear of Burgess for a long time to come. It is a good grower and we advise all our friends to give it a trial. The berries are very beautiful and firm and it is productive.

GANDY. One of the leading late kinds and by some still considered the best. The only trouble is, that on dry soils or in a very dry season it cannot be depended on to bear well. Of extra shipping and selling qualities, it is still the leading market berry for late in some large berry producing centers. A free plant maker and good grower generally, yet sometimes failing in vigor.

Columbia Co., Pa., April 19, 1937.

Have received the plants and was well pleased with them, but I am in need of 2000 more Premier. You will find money Order enclosed for same. Please ship at once. Edward Lauchner.

GIBSON (Parsons' Beauty). Plants very productive, berries very good in quality and excellent for canning. I do not recommend it, however, except for a moist, swampy soil of fair fertility; but when given that, it is one of the greatest berries ever grown, provided the season is not too wet at picking time. If there is much rain when they are ripening they are sure to rot badly.

SAMPLE. Ripens in midseason about the same time as Aroma and Big Joe, and there is none that holds up better in size to the end of the season. Anyone wanting to plant main crop berries would do well to include Sample in their list. It is reliable, especially in Pennsylvania and the Middle West. Big Joe and Sample make a great pair.

WILLIAM BELT. This variety is the standard of excellence for quality. Berries average large in size, being somewhat irregular in shape, having an attractive cap, and the berries themselves are a bright, glossy red, which makes them very handsome. On any market where quality and appearance predominate among the buyers the William Belt will prove a good money-maker for the grower. It does best in the middle and northern states. It can be depended on for plant growth and productiveness. I recommend it to lengthen the Chesapeake season with a high quality berry.

Berry plants received today. I am well pleased.
Jefferson Co., Ky. T. A. Brentlinger.

I bought my plants from you last spring and despite the dry weather, I dare say they all grew and look better to me now than any other plants I have had for the last five years.
Lancaster Co. Leroy W. Gipe.

I received the order of plants in fine condition.
Berks Co. L. Francis Smale.

Having seen your Premier strawberry plants at my good friend Wm. Koetter would like you to fill my order for 14,000 at the earliest possible date.

Floyd Co., Ind. Edw. Lynch.

Having bought your plants I have very strongly advised a friend of mine, who was contemplating buying some, to buy them of you, but discovered that I have misplaced our catalog. So please send 1000 Premier C. O. D. to Robert V. Prince and include a catalog, as he needs them at once. I told him that I had found your price and the quality of your plants to be the very best.

Wood Co., W. Va. Carl Hendricks.

Please send this order by Parcel Post. I need these to fill out my rows. I received the order of 1000 Premier O. K. Have them set out and they are looking fine.

Wood Co., Robert V. Prince.

DO YOU WISH TO SAVE MONEY? THEN ORDER YOUR
PLANTS FROM J. H. SHIVERS PLANT FARMS, ALLEN, MD.



Little Betty Shivers still enjoys everbearing strawberries.

EVERBEARING VARIETIES

MASTODON

This variety still holds first place with most growers of everbearers.

The plants are large and under favorable conditions will make a good bed of plants. The foliage is of a dark green glossy color.

The berries are large with a rich red color and green cap. They are firm enough to ship to a moderate distance.

For the last few years it has been impossible to furnish enough plants of this variety, so would advise ordering early as possible.

New York. I am pleased with plants just received.

Minard H. Rockefeller

**GEM**

One of the best producers in the everbearing class. I find it very good in the spring as well as late summer and fall.

Unlike most everbearers, it is a good plant maker and the berries are of good size and color. They make a very attractive appearance. The berries are solid and will keep for several days without decaying.

If you have never tried this variety, give it a trial this spring and be convinced of its superiority.

LUCKY STRIKE. This variety of the everbearers is one of the best plant makers of them all. The plants are very healthy and vigorous.

SIZE AND QUALITY: The berries are large, have a nice green cap, light in color and are seedy like the Chesapeake. They are very attractive in the basket and are firm enough to carry well.

PRODUCTIVENESS: Lucky Strike plants are not as productive in the fall as some of the other everbearers. The spring crop is very heavy and the berries demand the top price, due to the attractive appearance.

SUPER GIANT. Plant growth is strong and vigorous, and quite productive but not equal to Mastodon in either vigor or productiveness. Berries are large, of good quality, and good in appearance. Fully equal to Mastodon in this respect. It is worth trying.



It is fields like this one from which your 1938 orders will be filled.

CHAMPION OR PROGRESSIVE. I find there is a good ever-bearer. It is not a heavy plant maker, but they are very prolific.

It bears a medium size berry of good flavor and very sweet. For this reason alone so many continue to plant and prefer it to other everbearers. If you want a good everbearer for home use or near by market, I would advise including some of these plants in your order.

WAYZATA. A new everbearer that is gaining in popularity. It is a very large and strong plant but makes very few of them, because of this, it is often used in the narrow row or hill system.

It produces a very high quality berry which are quite firm and deep red in color. It yields very heavy according to the number of plants that it makes.

I have a limited supply of this variety and am quoting them only by 25 and 100.

My Guarantee

I guarantee every plant that I ship to be free from disease, true-to-name and to arrive in perfect growing condition. If for any reason whatever you are not satisfied that you have received 100 cents in value for every dollar sent me, I will adjust it to your satisfaction. Every customer a satisfied customer is my policy.

Read The Testimonials Throughout This Book

THEY TELL THE KIND OF PLANTS WE FURNISH

Rockingham Co., Va., April, 1937

We ordered a few hundred plants from you last spring. They came in good condition and started off nicely, but the drouth got them later. We are trying again. Please ship promptly as I mean to beat the drouth to it this time.

L. C. Cooper.

Westmoreland Co., Pa., April 6, 1937.

Please send me the following order of plants by Express. Check for amount enclosed. I got your catalog from Russell Sheffer who highly recommends you. Put me on your mailing list.

R. S. Linsenbigher

Washington Co., May 5, 1937.

I have seen and helped set some of your plants received by Jos. Schmitt. I liked them very well as they seemed to be strong and healthy looking. Therefore I am sending you this order.

Earl Dauvalt.

Washington Co., Ohio, April 28, 1937.

Would you please send me 500 Fairfax and 500 Premier, if not too late. Had just about given up the idea for a strawberry bed, this year, but since your plants have been highly recommended by different growers in this vicinity, decided to risk it even if it is late. Check for amount is included.

Mrs. Albert Ames.

Henderson Co., N. C., May 1937

This order is rather late but it is still cold here in the mountains and I am sure plants will live and do well. So please send them at my risk.

My neighbor who ordered plants this spring from you are growing fine. I hope to give you larger order next spring.

Mrs. C. T. Townsend.

Montgomery Co., Md., April 20, 1937.

I am going to get my plants from you this year, as you have always been so satisfactory. I did not buy of you last year and I am sorry for it.

Herbert E. Thompson.

Have been setting some of your plants for the past several days. They were the finest plants I ever saw.

I'm connected with the McFarland Fruit Farms here and I was surprised by the Catskill and Fairfax plants they received. So please send 250 each to try with the other varieties.

Muskingum Co., Ohio, Jesse Dobbins.

Berry plants received today. I am well pleased.

Jefferson Co., Ky. T. A. Brentlinger.

WHEN TO ORDER AND HOW TO SHIP

ORDER as soon as you have decided what varieties and how many you want. Write plainly so that I can get your name and address correctly for prompt acknowledgment of order and delivery of plants.

EXPRESS is generally satisfactory and the best way to ship plants if your order is large, or if the distance is great. Express rates have been reduced.

PARCEL POST is generally cheapest and most satisfactory for small shipments and with larger shipments in adjoining and nearby states.

Strawberry plants packed for shipment weigh approximately 4 pounds per 100 plants. Make up your order, calculate the approximate weight and if you do not know your zone from Allen, Maryland, use distances given herewith or ask your postmaster.

With zone rate published here you can easily calculate the amount of postage to send. Be sure to send postage enough as any excess will be returned. If sufficient amount to pay parcel post charges is not sent with the order, the plants will be sent by Express collect, or by parcel post, C. O. D., for the amount of postage due, as I cannot keep accounts and send bills for small items of postage.

Zone	Miles	1st Pound	Additional Pounds
1st	0 to 50	8 cts.	1 1-10 ct. for each or fraction
2nd	50 to 150	8 cts.	1 1-10 ct. for each or fraction
3rd	150 to 300	9 cts.	2 cts. for each or fraction
4th	300 to 600	10 cts.	3½ cts. for each or fraction
5th	600 to 1000	11 cts.	5 3-10 cts. for each or fraction
6th	1000 to 1400	12 cts.	7 cts. for each or fraction
7th	1400 to 1800	14 cts.	9 cts. for each or fraction
8th	1800 up	15 cts.	11 cts. for each or fraction

INSTRUCTIONS TO PURCHASERS

TERMS. Cash with order. Remit by Money Order, Bank Draft, Cash in Registered Letter or Personal Check.

PACKING. No extra charge made for packing at these prices.

TIME OF SHIPMENT. I ship plants from Nov. 1st to May 1st.

TRUE TO NAME. I take every precaution to have all plants true-to-name and I will refund your money if any prove otherwise, but I cannot be responsible for any sum greater than the cost of the plants.

LATE SHIPMENTS. All plants ordered shipped after May 1st will be packed and shipped in best possible condition but at purchaser's risk.

GROW STRAWBERRIES IN YOUR BACK YARD OR GARDEN

from _____



J. H. Shivers Plant Farms

Strawberry Plant

Allen, Maryland

from _____



J. H. Shivers Plant Farms

Strawberry Plant

Allen, Maryland

Price List of Strawberry Plants

BY EXPRESS, RECEIVER TO PAY CHARGES

Early Varieties	25	100	500	1,000	5,000
Bellmar (Per)	\$0.25	\$0.50	\$1.50	\$3.00	\$13.75
Blakemore (Per)25	.50	1.50	3.00	13.75
Dorsett (Per)25	.75	1.75	3.25	15.00
Dunlap (Per)25	.50	1.80	2.75	12.50
Fairfax (Per)25	.75	1.90	3.50	16.25
Improved Heflin (Per)25	.50	1.50	2.75	12.50
Klondyke (Per)25	.50	1.80	2.75	12.50
McClintock (Per)25	.75	1.50	3.00	13.75
Missionary (Per)25	.50	1.70	2.75	12.50
Premier (Per)25	.50	1.65	3.00	13.75

Midseason Varieties					
Aberdeen (Per)25	.50	1.50	3.00	13.75
Big Joe (Per)25	.70	1.65	3.25	15.00
Catskill (Per)25	.80	2.00	3.25	15.00
Haverland (Imp)25	.50	1.50	3.00	11.25
McAlpin (Per)25	.50	1.25	2.50	11.25
Paul Jones (Imp)25	.50	1.25	2.50	11.25

Late Varieties					
Aroma (Per)25	.50	1.50	3.00	13.75
Big Late (Imp)25	.50	1.25	2.50	11.25
Burgess (Per)25	.50	1.25	2.50	11.25
Chesapeake (Per)25	.75	1.90	3.50	16.25
Gandy (Per)25	.50	1.50	3.00	13.75
Gibson (Per)25	.50	1.15	2.25	10.00
Lupton (Per)25	.70	1.65	3.25	15.00
Parsons' Beauty (Per)25	.50	1.25	2.50	11.25
Sample (Imp)25	.50	1.50	3.00	13.75
Wm. Belt (Per)25	.50	1.50	3.00	13.75

Everbearing Varieties					
Champion (Fallbearing)25	.75	1.90	4.00	18.75
Mastodon (Fallbearing)25	.75	2.15	4.25	20.00
Progressive (Fallbearing)25	.75	1.90	4.00	18.75
Super Giant (Fallbearing)25	.75	2.00	4.00	18.75
Gem (Fallbearing)40	1.00	2.15	4.25	20.00
Lucky Strike (Fallbearer)25	.75	2.15	4.00	18.75
Wayzata (Fallbearing)	1.00	3.00			

WRITE FOR LATE SUMMER AND EARLY FALL PRICES.

ORDER EARLY. Order early and be sure of getting the varieties that suits your soil and markets. If it is not convenient to send the whole amount 10% of your order will hold your plants. Send balance when ready for the plants.



Special Garden Offer

100 Plants Postpaid For \$1.00

25 Dorsett
50 Mastodon
25 Catskill

or

25 Premier
50 Lucky Strike
25 Catskill

Sent Postpaid for \$1.00

St. Louis Co., Mo. April 20, 1937.

Received my order of Strawberry plants by Express today. They are the finest plants that I have ever bought from any grower in Md. You will find Money Order and order enclosed for more plants to be shipped at once. Charles Korn.

Sauk Co., Wis., May 10, 1937.

Can you still furnish plants? Let me know and what kinds? Others arrived O. K. Rush this order by Express. J. H. Seaborn

MY GUARANTEE

I guarantee every plant that I ship to be free from disease, true to name and to arrive in perfect growing condition. If for any reason whatever you are not satisfied that you have received 100 cents in value for every dollar sent me, I will adjust it to your satisfaction. "Every customer a satisfied customer" is my policy.

J. H. Shivers.

J. H. Shivers Plant Farms
Allen, Wicomico Co., Maryland